

B. A. DEGREE END SEMESTER EXAMINATION : MARCH 2023
SEMESTER 2 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U2CRBCJ2: REPORTING AND FEATURE WRITING

(For Regular - 2022 Admission and Improvement / Supplementary – 2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer all (1 mark each)

1. What is 'Scoop' ?
2. What is 'Encoding' ?
3. What is 'Infotainment' ?
4. What is 'Embargo' ?
5. What is 'banner' in a newspaper ?
6. Define 'Morgue' in News Media.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. Explain briefly on 'Dainik Bhaskar'.
8. What is Question Lead ?
9. Outline a short note on 'Burkha Dutt'.
10. Explain briefly on 'Rajasthan Patrika'.
11. Outline a short note on 'K L Mohana Varma'.
12. Explain briefly on 'Filmfare'.
13. What is 'Fourth Estate'?
14. Outline a short note on 'Pothen Joseph'.
15. What is blind Identification lead?
16. Explain briefly on 'Frontline'.

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. What is the importance of cross checking in news sources?
18. What are the ethics to be followed in Medical Reporting ?
19. Explain briefly the different types of reporting.
20. What are the things to be kept in mind while preparing an Investigative Report ?
21. Explain briefly on 'Prominence' with example.
22. Explain briefly on the importance of research in Interview.
23. Explain briefly on 'Immediacy' with example.
24. Discuss about the changing trends in News Reporting and Writing

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Explain about the Inverted Pyramid Style of news structure with its advantages and disadvantages.
26. What is Beat Reporting ? Discuss about the different types of Beat Reporting.
27. What is a 'feature story' ? Explain on different types of features with examples.
28. What is 'Review' ? Explain on different types of Reviews.

(15 x 2 = 30)